REMARKS

Claims 1-13 are pending. Claim 1 is rejected, and claims 2-13 are objected to. As a preliminary matter, Applicant amends the specification and claims in order to provide support for the numerical references introduced into Figure 7.

Objection to the Drawings

The Examiner indicates that the drawings must show all the elements of the claims, and "locating means (14)" is not shown. After a revision of the drawings published on the USPTO webpage, Applicant has found that the shading of Figures 2, 3, 4, 5, 8B, 9A and 9B is almost black with consequential lack of clarity. Therefore, Appilcants have softened the shading of these figures. In addition, the circle of the "observers" (Figures 1-6) has been changed into white for the same reasons. Moreover, in Figure 7 the spelling mistakes are corrected. For instance, "locating Heans" is now "locating Means", "computer aplication" is now "computer application", "ragarding" is now "regarding", "efective" is now "effective". In addition, numerical references to the elements are introduced into Figure 7 as follows:

- Locating means: 14.
- Computer application: 15.
- Potential visibility angle: 8.
- Potential visibility zone: 9.
- Potential visibility axe: 10.
- Potential visibility cone: 7.
- Potential visibility distance: 6.
- Effective visibility ~~Angle~~ Areas: 19.
- Effective visibility zone: 17.
- Effective visibility axe: 18.
- Effective visibility ~~cone~~ space: 20.
- Effective visibility ~~distance~~ courses: 21.

The elements "Effective visibility Angle", "Effective visibility cone" and "Effective visibility distance" are replaced with "Effective visibility Areas", "Effective visibility space" and "Effective visibility courses", respectively. Therefore, Applicant submits an amended set of drawings.

Rejection under 35 USC 102

The Examiner rejects claim 1 as allegedly anticipated by Hampton *et al.*, U.S. Patent 6,252,522. Claims 2-13 are only objected to as being dependent upon a rejected independent claim. These claims are otherwise allowable.

Applicant submits that Hampton was cited during the PCT phase. The Examiner in charge of the Search Report of considered Hampton as a non relevant document ("A" category). This is the reason why Applicant did not list Hampton *et al.* as material to the patentability of the present claims in the Information Disclosure Statement submitted. Applicant submits a copy of the International Search Report herewith.

The basic concept of the present invention is totally different from the basic concept of Hampton *et al.* Hampton *et al.* teach in the abstract "a system for measuring exposure to a visual display such as a billboard." Therefore, Hampton *et al.* state that the location of the billboard is previously defined to measure the exposure to the billboard. On the contrary, the system of the present invention calculates the location of the billboard that assures the maximum exposure to the billboard, being the exposure defined by known and measured parameters.

In order to reach the maximum exposure to the billboard, the present invention calculates at least one "potential visibility zone" from at least one "visibility study region" for a billboard. The "effective visibility zone" is selected from the potential visibility zones according to the criteria of the locating means. The concept to which "potential viewing area" (Hampton *et al.*, column 3, lines 17 to 30) is referring to is more close to the concept of "effective visibility zone" of the present invention, since both concepts establish the "viewing area" once the billboard is physically settled. Therefore, the "potential viewing area" disclosed by Hampton *et al.* is different from the "potential visibility zone" of the present invention because the "potential viewing area" disclosed by Hampton *et al.* is used to

determine the broadcasting area of the electronic device in charge of measuring the exposure to a billboard already fixed, meanwhile the at least one "potential visibility zone" of the present invention is defined by the parameters selected from at least the morphology and the orientation of the billboard.

Applicant further explains the rejections to claim 1 in detail:

- "A system for automatically locating visibility zones from which an element to be viewed is visible" (Figure 1 and column 3, lines 15-30): Hampton *et al.* disclose how to determine the frequency signal of a device in order to cover a predefined area, being the "potential viewing area." The aim of the present invention is to determine automatically locating visibility zones. This implies calculating at least one "potential visibility zones" and then, the "effective visibility zone".
- ",wherein it comprises at least a computer application provided with locating means that enable to locate potential and effective visibility zones by means of a set of visibility zone locating criteria" (Figures 1 – 3, column 1, lines 45-67, and column 6, lines 45): the locating means disclosed by Hampton *et al.* is used to measure the exposure by means of two devices, one fixed in the billboard and other fixed in each potential viewer. The locating means of the present invention determines the "potential visibility zones" and "effective visibility zones" from the data stored in a database. Therefore, both locating means are different.
- "comprising: at least one item of data about the element to be viewed selected from location, morphology, orientation and combinations thereof, with which the potential visibility zone locating means automatically locates at least one potential visibility zone assigned to the element to be viewed, and at least one visibility study region mapped and stored on a computer medium with which, as a function of the potential visibility zone," (Figure 1 – 3, column 1, lines 45-67, column 2, lines 59-67, column 3, lines 1-30, column 4, lines 1-53, column 5, lines 1-67 and column 6, lines 1-45): Hampton *et al.* teach in column 1, lines 45-67, column 2, lines 59-67, column 3, lines 1-30, column 4, lines 1-53, column 5, lines 1-67 and column 6, lines 1-45, and in Figures 1 to 3 a system for measuring the exposure, its connection, the components comprised therein, etc., but no teaching is provided regarding how the system

disclosed by Hampton *et al.* can provide "potential visibility zones" and "effective visibility zones."

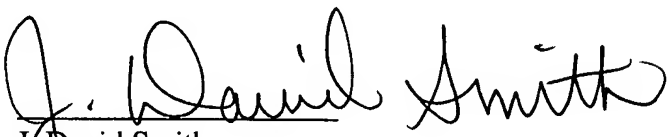
- "the effective visibility zone locating means automatically locate effective visibility zones selected from effective visibility areas, effective visibility axes and combinations thereof, from which the element to be viewed is visible." (Figure 1 – 3, column 1, lines 45-67, column 2, lines 59-67, column 3, lines 1-30, column 4, lines 1-53, column 5, lines 1-67 and column 6, lines 1-45): Hampton *et al.* teach in column 1, lines 45-67, column 2, lines 59-67, column 3, lines 1-30, column 4, lines 1-53, column 5, lines 1-67 and column 6, lines 1-45, and in figures 1 to 3 a system for measuring the exposure, its connection, the components comprised therein, etc., but no teaching is provided how the system disclosed by Hampton *et al.* can provide "potential visibility zones" and "effective visibility zones."

Applicant submits that Hampton *et al.* define the general state of the art. Hampton *et al.* do not teach or suggest the present invention.

Conclusion

Applicant submits that the claims are in condition for allowance. Expedient acknowledgement as such is earnestly requested. If any issues may be resolved by telephone, please call the undersigned at the telephone number provided below.

Respectfully submitted,



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